

RECYCLE MORE Challenge - Interview

Mayor Larry Nelson 8/4/06

1 - Why do you think recycling is important?

"I encourage all city residents to discuss with their families how they can RECYCLE MORE. Since the founder of Earth Day was Senator Gaylord Nelson from Wisconsin I think we have a special Obligation to continue his legacy of protecting the environment. Recycling makes Earth Day every day."

2 - How will recycling benefit your community, even if you don't win the challenge?

"Recycling is a good example of government working well because it leads to a cleaner environment in our communities as well as a creative way to save tax dollars. It saves both the city and county residents money. We appreciate that it creates new jobs in the city, state and region. Recycling is also patriotic because it helps to reduce our dependence on imported oil used to make plastics."

3 - What are some of the barriers to recycling that you've encountered?

How did you overcome them?

Misconceptions about what can and cannot be recycled. For example, I now know that envelopes with windows can be recycled along with other mail. It is important for people to realize that the rules have changed over the years and that we can now recycle all kinds of paper including phone books, cardboard boxes, magazines, and mail in addition to newspapers. Confusion about the codes on plastic- what do the numbers mean? Why can't I recycle plastic tubs and cartons with a 1 or 2?

4 - Other than recycling, what does your family do to reduce waste?

5 - What do you like about the *RECYCLE MORE Challenge*?

"Any idea that increases recycling participation is great for the environment and for the taxpayers. Also it ties in with the new city and county partnership to make water conservation a regional priority. It's all related. Increasing recycling and conserving water both show that residents are concerned citizens who want to make responsible use of resources."

6 - How do you plan to increase recycling at your house?

"We will now include all of our mail (including the envelopes with windows), along with our other papers in the recycle bin. We get paper grocery bags when shopping and we'll set one in a convenient spot where we sort through the mail."

7 - If you were running the *RECYCLE MORE Challenge* campaign, how would you get people interested in recycling more?

"Emphasize that the more people recycle, the larger the cash rebates to the city and county. It's one of the easiest ways to help keep the tax rate down, as well as do their part for a cleaner environment!"



Mayor Larry Nelson and his wife Dawn set out all their recyclables.